Revision of Rates of Commercial Slots on Doordarshan

5256. SHRI'BHAGATRAM MANHAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the ad commercial rates for different slots on Doordashan have been revised;

(b) if so, what are the current details of ad rates fopprime time and other category slots on Doordarshan/DD-II;

(c) what are the names of accrediated advertising agencies from whom advertisements are accepted with the details of commission given to them during 1999-4000;

(d) whether some more firms have requested for accreditation; and

(e) if so, the names of such firms and rules governing the accreditation of these agencies/firms?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND THE MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARVN JAITLEY): (a) to (e) The information is being collected and will be laid on the Table of the House.

Proposals for New TV Channel on Kashmir

5257. SHRI BHAGATRAM MANHAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have received certain proposals for new TV channel on Kashmir;

(b) if so, the names of serials with their producers/directors and number of episodes applied;

(c) whether Government would give top priority in selection of serials on renowned poets, freedom fighters and intellectuals of the yesteryear and if not, reasons therefor; and

(d) what would be the criteria in selection of these serials?

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